

***Factors Affecting the Success of the Broiler Partnership Business in Pancur
District, Rembang Regency, Central Java
(Case Study PT. Ciomas Adisatwa)***

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ABSTRACT

The aim of this research is to analyze what factors influence the level of success of the broiler chicken partnership business with partners of PT Ciomas Adisatwa in Pancur District. This type of research is quantitative descriptive. The data collection technique uses a questionnaire. The data obtained was then analyzed using validity and reliability tests, then analyzed using multiple linear regression tests using SPSS, coefficient of determination, F test and T test. The independent variables in this research were population, length of breeding, work commitment and initial capital, while the dependent variable was is the success of the broiler chicken business. The results of the F test show that the significance value is <0.05 , so it can be concluded that the aspects of population size (X1), length of breeding (X2), work commitment (X3) and initial capital (X4) have a significant effect on the success of the broiler partnership business. The results of the multiple linear regression analysis show that the aspects of length of breeding and work commitment have a value of <0.05 , while the aspects of population and initial capital have a significance value of >0.05 , so that partially the aspects of time of breeding and work commitment influence the success of the broiler chicken partnership business. The coefficient of determination value shows that 89% of the success of a broiler chicken business is determined by aspects of population, length of breeding, work commitment and initial capital.

Keywords: Broilers, Partnership Business Successful